



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Applicant : Thomas J. Perkowski  
Serial No. : 10/059,078  
Filed : January 28, 2002  
Title of Invention : AN INTERNET-BASED CONSUMER SERVICE  
BRAND MARKETING COMMUNICATION  
SYSTEM WHICH ENABLES SERVICE PROVIDERS,  
RETAILERS, AND THEIR RESPECTIVE AGENTS  
AND CONSUMERS TO CARRY OUT SERVICE-  
RELATED FUNCTIONS ALONG THE DEMAND  
SIDE OF THE RETAIL CHAIN IN AN  
INTEGRATED MANNER  
Attorney Docket No. : 100-058USANA0  
Examiner : not yet assigned  
Group Art Unit : 2165

Honorable Commissioner of Patents and Trademarks  
Box DAC  
Washington, DC 20231

**PRELIMINARY AMENDMENT**

Sir:

Prior to examination of the above referenced Patent Application, please amend the same as follows:

**AMENDMENT TO RELATED CASES**

Please amend the "RELATED CASES" on page 1 to read as follows:

This Application is a Continuation of Application Serial No. 09/716,848 filed November 17, 2000; which is a Continuation-in-Part of Application No. 09/695,744 filed October 24, 2000; which is a Continuation-in-Part of Application No. 09/641,908 filed August 18, 2000; which is a Continuation-in-Part of copending Application No. 09/599,690 filed June 22, 2000 which is a Continuation-in-Part of 09/483,105 filed January 14, 2000; and a Continuation-in-Part of Application 09/465,859 filed December 17, 1999; which is a Continuation-in-Part of Application No. 09/447,121 filed November 22, 1999; which is a Continuation-in-Part of Application No. 09/441,973 filed November 17, 1999; which is a Continuation-in-Part of Application No. [09/284,197] 09/284,917 filed June 25, 1999 and which was entered into the

U.S. on April 21, 1999 which is a National Stage Entry Application from International Application No. PCT/US97/19227 filed October 27, 1997, published as WIPO Publication No. WO 98/19259 on May 7, 1998; as well as a Continuation-in-Part of Application No. 08/736,798, published as U.S. Patent No. 5,918,214, filed October 25, 1996; No. 08/752,136 now U.S. Letters Patent No. 6,064,979 filed November 19, 1996; No. 08/826,120 filed March 27, 1997; No. 08/854,877 filed May 12, 1997, now U.S. Letters Patent No. 5,950,173; No. 08/871,815 filed June 9, 1997; and No. 08/936,375 filed September 24, 1997, each said Application is commonly owned by IPF, Inc., and is incorporated herein by reference in its entirety as if fully set forth herein.

#### AMENDMENT OF THE ABSTRACT

Please amend the Abstract of Disclosure to read as follows:

#### --ABSTRACT OF DISCLOSURE

An Internet-based consumer-service brand marketing, merchandising and education/information system comprising a central RDBMS for storing a central database of links between the Universal Service Number (USN) assigned to a particular service offered by a service-provider, the Service Mark used in connection with the particular service, the Service Description (SD) assigned to the particular service, and the set of Universal Resource Locators (URLs) pointing to information resources on the WWW relating thereto. The System enables the service-provider's brand managers to create and manage a database of USN/SM/SN/URL links to create a desired brand image for each consumer service. Service-providers, retailer, their agents can deploy Java-enabled multi-mode type virtual kiosks along any Web-enabled consumer touchpoint. The system enables service-providers, retailers, their agents and others to display advertisement and promotional spots on subnetworks of multi-mode virtual kiosks, as well as menus of USN/SM/SN/URL links relating to brand-building information about such consumer services.--

REQUIREMENT UNDER 37 C.F.R. 1.121

As required under 27 C.F.R. 1.121, the amended paragraph on Page 1 entitled "RELATED CASES" will read as follows:

--RELATED CASES:

This Application is a Continuation of Application Serial No. 09/716,848 filed November 17, 2000; which is a Continuation-in-Part of Application No. 09/695,744 filed October 24, 2000; which is a Continuation-in-Part of Application No. 09/641,908 filed August 18, 2000; which is a Continuation-in-Part of copending Application No. 09/599,690 filed June 22, 2000 which is a Continuation-in-Part of 09/483,105 filed January 14, 2000; and a Continuation-in-Part of Application 09/465,859 filed December 17, 1999; which is a Continuation-in-Part of Application No. 09/447,121 filed November 22, 1999; which is a Continuation-in-Part of Application No. 09/441,973 filed November 17, 1999; which is a Continuation-in-Part of Application No. 09/284,917 filed June 25, 1999 and which was entered into the U.S. on April 21, 1999 which is a National Stage Entry Application from International Application No. PCT/US97/19227 filed October 27, 1997, published as WIPO Publication No. WO 98/19259 on May 7, 1998; as well as a Continuation-in-Part of Application No. 08/736,798, published as U.S. Patent No. 5,918,214, filed October 25, 1996; No. 08/752,136 now U.S. Letters Patent No. 6,064,979 filed November 19, 1996; No. 08/826,120 filed March 27, 1997; No. 08/854,877 filed May 12, 1997, now U.S. Letters Patent No. 5,950,173; No. 08/871,815 filed June 9, 1997; and No. 08/936,375 filed September 24, 1997, each said Application is commonly owned by IPF, Inc., and is incorporated herein by reference in its entirety as if fully set forth herein.

REQUIREMENT UNDER 37 C.F.R. 1.121

As also required under 27 C.F.R. 1.121, and pursuant to the present Amendment, the Abstract of Disclosure should read as follows:

ABSTRACT OF DISCLOSURE

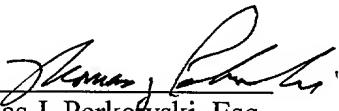
An Internet-based consumer-service brand marketing, merchandising and education/information system comprising a central RDBMS for storing a central database of links between the Universal Service Number (USN) assigned to a particular service offered by a service-provider, the Service Mark used in connection with the particular service, the Service Description (SD) assigned to the particular service, and the set of Universal Resource Locators (URLs) pointing to information resources on the WWW relating thereto. The System enables the service-provider's brand managers to create and manage a database of USN/SM/SN/URL links to create a desired brand image for each consumer service. Service-providers, retailer, their agents can deploy Java-enabled multi-mode type virtual kiosks along any Web-enabled consumer touchpoint. The system enables service-providers, retailers, their agents and others to display advertisement and promotional spots on subnetworks of multi-mode virtual kiosks, as well as menus of USN/SM/SN/URL links relating to brand-building information about such consumer services.

REMARKS

The Commissioner is authorized to charge any fee deficiencies to Deposit Account No. 16-1340.

Respectfully submitted,

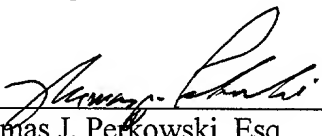
Dated: July 29, 2002

  
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37 C.F.R. 1.08

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Date: July 29, 2002